

# Newsworthy Trends

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## You Can Save Some Green While Switching To “Blu”

(NAPSA)—More Americans have high-definition televisions in their homes and want to enjoy the best picture and sound quality possible, especially when viewing their favorite movies. Blu-ray Discs unlock the power of these TVs with six times the resolution of standard DVDs and superior sound.

The Blu-ray format is rapidly being adopted by consumers. According to recently published figures by the Digital Entertainment Group, sales of Blu-ray hardware have increased by 125 percent in the first quarter of 2010 over the same period last year.

### Upgrading to Blu-ray?

Nevertheless, many people own a number of DVDs in their home media collections. While these DVDs can play on a Blu-ray player, they can't deliver the high-definition quality that Blu-ray does.

To help consumers looking to upgrade DVD copies of films they own to Blu-ray so they can take advantage of their high-definition media setup, Warner Bros. Home Entertainment Group launched a popular trade-in program called “DVD2Blu.” Movie fans go online to [DVD2Blu.com](http://DVD2Blu.com), select the movies they want to upgrade and, for a nominal fee, trade in their DVD for a Blu-ray copy.



### Upgrading your DVD collection to Blu-ray can be easy and affordable.

Upgradable movies include blockbusters such as “Gran Torino,” Tim Burton’s “Corpse Bride,” “Freddy vs. Jason,” “Under Siege” and “Superman II: The Richard Donner Cut,” as well as classics from the 1980s such as “Risky Business” and “The Lost Boys” and titles as diverse as “V for Vendetta,” “Deliverance” and “Ocean’s Eleven.”

The process to upgrade is simple. You just mail in your standard DVDs with prepaid postage and a short time later get copies of the same film on Blu-ray Disc. The used discs will be processed and used for future plastic packaging.

### Learn More

For more information and a complete list of titles, visit [www.DVD2Blu.com](http://www.DVD2Blu.com).